

## TRUCKSTOPS of AMERICA

July 2, 1987

All General Managers  
All Restaurant Managers  
Division Managers

Re: Cigarettes

Within the next few weeks a representative from the R. J. Reynolds Company will be contacting you for an appointment to visit your location. The representative will be studying cigarette marketing opportunities at your stop. It would be of great value to the General Managers and Restaurant Managers at each location to assist in the development of an effective marketing program.

Once your feedback is collected by the R. J. Reynolds Company, they will be letting Restaurant Marketing know the results. At that point, Restaurant Marketing will be working with them to increase unit cigarette sales and fully utilize available counterspace. Please accomodate the representative by giving him a tour of your location and all areas marketing cigarettes.

Thank you for your assistance.

  
E. J. Liggett

EJL/ct

cc: J. F. Murray  
G. P. Ryan  
A. A. Bagdasarian  
R. J. Ganem  
P. H. Fanelli  
I. W. Wagner  
J. M. Piscitelli - R. J. Reynolds Company

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